

INTERNATIONAL INSTITUTE OF PROFESSIONAL STUDIES (IIPS)

PROGRAMME CODE: PS5D

PROGRAMME TITLE: MASTER OF BUSINESS ADMINISTRATION (M.B.A.) -
ENTREPRENEURSHIP

OBJECTIVES:

The broad objectives of the M.B.A. programme are as follows:

- To develop ability to understand and solve entrepreneurial issues.
- To inculcate skills to communicate and negotiate effectively, to achieve organizational and individual goals.
- To develop ability to upgrade their professional and entrepreneurial skills in their workplace.
- To inculcate skills to explore and reflect about entrepreneurial challenges
- To develop ability to take informed entrepreneurial decisions in a dynamically unstable environment
- To create ability to apply knowledge of leadership to take up challenging assignments.
- To create ability to pursue lifelong learning.
- To create fulfilling entrepreneurial career.

ELIGIBILITY:

Any Bachelor degree with at least 50% marks in aggregate or an equivalent grade for General / OBC candidates, and 45% marks in aggregate or an equivalent grade for SC/ST and Differently Abled (DA) category candidates from a recognized University / Institute.

OR

Candidates who have appeared in final year degree examination can also apply. Admission will be finalized if the result is declared before August 14 in the admission year and the candidate secures min. % of marks as mentioned above.

AGE LIMIT: As per the directives of Government of Madhya Pradesh, there is no upper age limit for admission to various programmes.

ADMISSION PROCEDURE:

As decided by Devi Ahilya Vishwavidyalaya from time to time.

SEATS: 40 (reservation as per state Govt. rules).

DURATION: Four Semesters (Two Years).

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FEE STRUCTURE (2020-22):

Semester	Academic Fee	Development & Maintenance Fee	Students' Services Fee		Examination Fee	Total (Rs.)	
			Boys	Girls		Boys	Girls
First	16500	12000	3300	3111	2500	34300	34111
Second	16500	12000	2911	2722	2500	33911	33722
Third	16500	12000	3300	3111	2500	34300	34111
Fourth	16500	12000	2911	2722	2500	33911	33722

- Caution money (Refundable) of Rs. 4000/- will be charged additionally in the first semester.
- Alumni Fee of Rs. 500/- will be charged extra in the first semester.
- If a student repeats a paper(s) in a semester, an additional fee of Rs.500/- per paper shall be payable.
- For NRI/ FN/ PIO Candidates, a fee of US\$ 3500 Per Annum shall be payable on yearly basis. They will have to pay a refundable deposit of US\$ 500 once at the time of admission.
- Hostel Fee and Central Library Fee will be extra.

PROGRAMME STRUCTURE (2020-22):

First Semester:

Code	Title	Credits (L T P)
CORE COURSES		
PS5D-101	Fundamentals of Entrepreneurship	4
PS5D-103	Creativity and Innovation	4
PS5D-105	Principles and Practices of Management	4
PS5D-107	Fundamental of Finance - I	4
PS5D-109	Human Resource Management	4
PS5D-111	Principles of Marketing Management	4
PS5D-113	Entrepreneurial Decision Making	2
PS5D-151	Comprehensive Viva	4

Second Semester:

Code	Title	Credits (L T P)
CORE COURSES		
PS5D-102	Social Entrepreneurship	4
PS5D-104	Business Environment	4
PS5D-106	Fundamental of Finance – II	4
PS5D-108	Business Communication	4
PS5D-110	Service Management	4
PS5D-112	E-Business	4

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PS5D-114	Digital Marketing	2
PS5D-152	Comprehensive Viva	4

Third Semester:

Code	Title	Credits (L T P)
CORE COURSES		
PS5D-201	Financing New Ventures and Business	4
PS5D-203	Managing Start up Strategic Framework for SMEs	4
PS5D-205	Introduction to Taxation	4
PS5D-207	Contemporary Issues in Strategy	4
PS5D-209	Production & Operations	4
PS5D-211	Organizational Behaviour	4
PS5D-213	Enterprise Resource Planning	2
PS5D-251	Comprehensive Viva	4

Fourth Semester:

Code	Title	Credits (L T P)
CORE COURSES		
PS5D-202	Legal Aspects of Business	4
PS5D-204	Rural and Industrial Marketing	4
PS5D-206	Business Ethics and Corporate Governance	4
PS5D-208	International Business / EXIM Management	4
PS5D-210	Human Resource Development	4
PS5D-212	Logistics and SCM	4
PS5D-214	Enterprise Resource Planning - I	2
PS5D-252	Comprehensive Viva	4

Note: The above programme structure can be modified as per requirement from time to time in accordance with University Ordinance.

PROGRAMME OUTCOMES:

- Develop ability to understand and solve entrepreneurial issues.
- Inculcate skills to communicate and negotiate effectively, to achieve organizational and individual goals.
- Develop ability to upgrade their professional and entrepreneurial skills in their workplace.
- Inculcate skills to explore and reflect about entrepreneurial challenges
- Develop ability to take informed entrepreneurial decisions in a dynamically unstable environment
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- Create ability to pursue lifelong learning.
- Create fulfilling entrepreneurial career

PROGRAMME SPECIFIC OUTCOMES:

- Detail the critical components of firms' business plans.
- Identify the legal aspects of the entrepreneurial environment.
- Evaluate the venture capital needs of a start-up firm.
- Understand which skills you need to become a successful entrepreneur
- Demonstrate a good understanding of basic issues in Enterprise Systems
- Develop acceptable attitudes and viewpoints with respect to business ethics and social responsibilities